

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1- 28. (Cancelled)

29. (Currently Amended) A method for processing customer leads comprising:
configuring a lead processing system comprising a networked computer system, the method including
accepting a specification of a plurality of users of the system, and
accepting a specification of a plurality of rules for determining at least one action of the lead processing system with respect to the users, ~~wherein with~~ the plurality of rules ~~includes including rules being~~ based on attributes of user relationships;
accepting at least one customer lead;
routing the at least one customer lead through the lead processing system in accordance with the rules;
receiving feedback from at least one of the users, the feedback indicating whether the lead should be accepted, rejected or forwarded to another one of the plurality of users;
re-routing the at least one customer lead, based on the plurality of rules and the received feedback from the at least one of the plurality of users to the another one of the users; and
tracking and reporting an advancement of the at least one customer lead through the lead processing system.

30. (Previously Presented) The method of claim 29, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.

31. (Previously Presented) The method of claim 29, wherein the rules comprise assignment rules for assigning the leads to one or more users.

32. (Previously Presented) The method of claim 29, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.

33. (Previously Presented) The method of claim 32, wherein the additional information comprises specifications of a product associated with the lead.

34. (Previously Presented) The method of claim 32, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.

35. (Previously Presented) The method of claim 29; wherein the rules comprise workflow rules for optimizing a flow of leads through the system to facilitate a rapid lead response and a high rate of lead closure.

36. (Previously Presented) The method of claim 29, wherein a particular user selects at least one rule to be applied to that user.

37. (Previously Presented) The method of claim 29, wherein tracking and reporting an advancement of the at least one customer lead includes generating at least one performance report comprising a metric of a performance of at least one of:

- (i) a source of the leads, and
- (ii) at least one of the users.

38. (Previously Presented) The method of claim 37, wherein the source of the leads includes a marketing campaign.

39. (Currently Amended) A lead management system comprising a lead management server, including:

a rules and profile storage module for storing a specification of a plurality of:

- (i) users of the system, and
- (ii) rules for determining at least one action of the system with respect to the users,

wherein the plurality of rules includes rules being based on attributes of user relationships;

- a lead import module for importing and accepting at least one customer lead;
- a lead storage module for storing the at least one customer lead;
- a rules engine for implementing the rules, wherein the rules engine is configured to route at least one of the customer leads to at least one of the users in accordance with the rules, to receive feedback from the at least one of the users, the feedback indicating whether the lead should be accepted, rejected or forwarded to another one of the plurality of users, and to re-route the at least one customer lead, based on the plurality of rules and the received feedback from the at least one of the plurality of users to the another one of the users; and

a tracking and notification module for tracking the at least one customer lead through the lead management system and reporting a status of the lead to at least one of the users.

40. (Previously Presented) The lead management system of claim 39, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.

41. (Previously Presented) The lead management system of claim 39, wherein the rules comprise assignment rules for assigning the leads to one or more users.

42. (Previously Presented) The lead management system of claim 39, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.

43. (Previously Presented) The lead management system of claim 42, wherein the additional information comprises specifications of a product associated with the lead.

44. (Previously Presented) The lead management system of claim 42, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.

45. (Previously Presented) The lead management system of claim 39, wherein the rules comprise workflow rules for optimizing a flow of leads through the lead management system to facilitate a rapid lead response rate and a high rate of lead closure.

46. (Previously Presented) The lead management system of claim 39, wherein a particular user selects at least one rule to be applied to that user.

47. (Previously Presented) The lead management system of claim 39, wherein the tracking and notification module generates at least one performance report comprising a metric of a performance of at least one of:

- (i) a source of the leads, and
- (ii) at least one of the users.

48. (Previously Presented) The system of claim 47, wherein the source of the leads includes a marketing campaign.